

Press Release
Embargoed until April 11, 2018

The Leucan Shaved Head Challenge is back for an 18th edition

Montreal, April 11, 2018 – Leucan is proud to launch the 18th edition of the [Leucan Shaved Head Challenge](#), presented by [PROXIM](#) today.

Since the first edition of the Challenge in 2001, more than 85,000 individuals have had their turn under the razor blade, in support of children going through a change in body image with hair loss caused by chemotherapy. “I rarely had experiences that filled me with as much pride as taking part in the Leucan Shaved Head Challenge. I urge everyone to live this one-of-a-kind experience, which brings new hope and confidence to cancer-stricken children,” says Dominic Paquet, participant and spokesperson of the Leucan Shaved Head Challenge for a 7th year.

The next generation is invited to take part in the Leucan Leadership Challenge

The Leucan Leadership Challenge is an initiative that is a part of the Leucan Shaved Head Challenge. The goal is to rally leaders from across the province around the cause of cancer-stricken children and their families. For the first edition last year, business leaders were invited to mobilize their colleagues and employees and raise a minimum of \$25,000 in donations to take part in the Challenge. This year, to recognize the next generation of philanthropists, Leucan invites young people aged 7 to 25 to join the movement and collect a minimum of \$10,000 in donations. “The youth component gives young people a unique opportunity to initiate themselves to philanthropy, to show their leadership, and to become the conscientious adults of tomorrow, deeply involved in their community,” adds Mr. Alain Champagne, Partner and CEO of Optimé International, Founding Leader of the Leucan Leadership Challenge, and eight-time participant in the Leucan Shaved Head Challenge.

People are encouraged to sign up at one of the official Leucan shaving sites or to launch a Personalized Challenge and decide on the date, time, location, and scope of their own Challenge. People can also support a participant by visiting tetesrasees.com.

Leucan wishes to highlight the generosity of PROXIM, the presenting sponsor of the event for a third year; [Mia](#) for creating the Earrings of hope for a fourth year and donating the sales proceeds to the Association; Subway for providing meals to volunteers on our shaving sites, and stand-up comedian Dominic Paquet.

About the Challenge

The Leucan Shaved Head Challenge is a **major fundraiser of Leucan** that engages the community in a spirit of solidarity to provide services to cancer-stricken children and their families as well as providing financial support to clinical research. It is also a gesture of support for children whose body image is altered when chemotherapy provokes hair loss.

About Leucan

For 40 years, [Leucan](#) has been committed to supporting cancer-stricken children and their families from the day of diagnosis and through every stage of cancer and its effects. As a loyal ally of hundreds of families and thousands of members across Quebec, the Association provides distinctive and tailored services delivered by a qualified team with a cutting-edge expertise. Leucan also funds clinical research and the Leucan Information Centre. With its nine offices, Leucan is available across the province.

About Proxim

PROXIM was founded through the major grouping of independent pharmacists-owners. With more than 270 drugstores across Quebec, the pharmacists-owners affiliated with PROXIM are leading health professionals in their respective communities. Their priority is to provide their patients with specialized and tailored care and support to promote better health.

- 30 -

Source and information:

Anne-Marie Leclerc
Project Manager, Communications
Leucan
Office: 514 731-3696, ext. 514
Cell: 581 999-3045
anne-marie.leclerc@leucan.qc.ca